

**IN THE CLAIMS:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claims 1-74 (Cancelled)

75. (Previously Presented) A method of operating a gaming machine, comprising:  
detecting the presence of a passerby proximate to the gaming machine, the passerby not playing the gaming machine; and  
in response to detecting the presence of the passerby, modifying operation of the gaming machine.
76. (Previously Presented) The method of claim 75, wherein the step of detecting the presence of a passerby includes establishing a wireless transmission link between a first wireless transceiver on the gaming machine and a second wireless transceiver on the passerby.
77. (Previously Presented) The method of claim 76, wherein the second wireless transceiver is disposed in a portable data unit carried by the passerby, the portable data unit containing information for allowing an identity of the passerby to be determined.
78. (Previously Presented) The method of claim 77, wherein the step of modifying operation of the gaming machine includes inviting the passerby to play the gaming machine.
79. (Previously Presented) The method of claim 75, wherein the step of modifying operation of the gaming machine includes inviting the passerby to play the gaming machine.
80. (Previously Presented) The method of claim 75, further including operating the gaming machine in an attract mode prior to the step of detecting the presence of a passerby.

Please add the following new claims:

81. (New) The method of claim 75 further comprising determining the identity of the passerby.

82. (New) The method of claim 81, further comprising inviting the passerby, based on the identity of the passerby, to play the gaming machine.